

The fight against aesthetic Pollution - Marketing funds for urban restoration. Cooperation between the private and public sector to improve the urban environment.

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The purpose of this study

- The purpose of this study is to present a modified model of internalizing external costs caused by the operation of a manufacturing unit in conjunction with a new reality created.
- We suggest a novel marketing approach operating within legislative restrictions such as the prohibition of outdoor advertising in a city environment.
- The proposal describes an exemplary collaboration between private and public sector.

Outdoor advertising

- Outdoor advertising is an activity that causes aesthetic (Flad, 1997) as well as material pollution (posters, billboards, sticker material etc.).
- For many years the Greek Capital faced the problem of unrestrained advertising.
- One way out is the online advertising.
- On another note and completely unrelated to the above, the aesthetic state of the city of Athens is scarred by the poor condition of the facades of a great number of private or public buildings.

The dark gray and black color

- The dark gray and black color (literally) dominates the streets of large areas of the city, creating an atmosphere of depression
- On certain streets sunlight is 'stifled' between 'black buildings'.
- This visual pollution has an important -albeit undefined- cost to the social and financial life of the Greek capital.

Formulation of the problem

- Building darkening due to particle deposits is up to a point a negative externality.
- From the other hand, fouling due to time passing, as well as damage and corrosion has to be dealt with by the land owner.
- The end result is an aesthetically polluted neighborhood and -by extend – city.

Formulation of the problem

- Outdoor advertising on streets, building walls and terraces, is prohibited by law in Greece.
- Historically, the regulation of outdoor advertising has prompted a surprisingly prodigious amount of controversy and litigation.
- Studies providing direct evidence that roadside advertising plays a significant role in distraction based crashes are currently not available.

Contingent Valuation Method

- In this research, the Contingent Valuation Method (CVM) was used (adapted by Mitchell & Carson, 1989).
- Questioners were distributed to residents of selected neighborhoods of Athens, in order to estimate their willingness-to-pay to support restoration projects on their neighborhood and other areas in central Athens.
- The survey is part of an on-going wider study regarding the aesthetic pollution of the city.

Towards a solution of the problem

- Regarding the CVM questioners, the answers show two seemingly contradicting trends.
- The majority of residents are annoyed by the visual pollution in their neighbourhood and believe that restoration programmes are the key to the solution.
- On the other, advertisement experts, after admitting that outdoor advertisement is aesthetically unpleasant.

Aesthetic pollution and urban restoration.

- The valuation of aesthetic pollution from buildings in the centre of Athens can be made with the tools offered by the Environment Economics.
- The trend of area redevelopment first appeared in Western European metropolitan areas, particularly at cities with heavy urban heritage and fewer suburbanization tendencies.
- Redevelopment projects of building facades have already been completed on five locations in the city of Athens.

The case of the municipal garden at Kozani

- Regarding the impact of the project in financial terms, two factors should be considered:
 - a) the increase of the neighbourhood property values
 - b) the additional municipal revenues due to the activities in the region.
- Specifically, the average land price in the region in 2002-2004 amounted to 500 euro / sq.m
- This value increased to 600 euro / sq.m. the next few years, an increase of 20%.
- Further, according to the same realtors operating in the region, while rental housing prices follow the general downward trend in prices, the neighbourhood rents remain relatively high, even higher than the city's commercial centre.

Discussion

- It is obvious that the effect of the restoration of a neighbourhood, either by restoring the buildings or improving existing space is – as it was expected – positive in general, both in economic as well as environmental and aesthetic terms.
- Property values go up, recreational and cultural activities are boosted, the commercial activity is healthier and the satisfaction level of residents and visitors is increased.

Our proposal

- Describes an exemplary collaboration between private and public sector, presenting multiple benefits without burdening any social group.
- Energy is transferred from micro to macro level of economic activity, elevating practices from unit to the sum.
- According to V. Pareto, an activity is beneficial to society when improves the socioeconomic status of individuals, without a corresponding worsening of the socio-economic situation of others.
- It is then assumed that these activities tend to maximize social welfare.
- The activity benefits the sum of society without harming any of its parts.
- The case combines issues addressed by different disciplines, such as Marketing, Natural Resources Management and Public Economics for reaching the socially optimal solution.



Thank you